ABSTRACT OF THE DISCLOSURE

A method and apparatus for allowing the collection of information regarding
visits to the pages of a data network such as the Internet, and the number of separate
images viewed is described. The described method overcomes various prior art
limitations including providing for improved accuracy in reporting the number of
times a banner image, such as an advertisement, is viewed; providing improved
methods and apparatuses for efficiently identifying unique banner images viewed;
providing an improved method and apparatus for configuring a network user's
computer so that interference from the data collection process with the normal
operation of the computer is minimized; providing an improved method and apparatus
for efficiently calculating a checksum to allow unique identification of a banner image
viewed by a network user; and providing an improved method and apparatus for
determining whether the network user used the browser BACK button to view a page
and, if so, to count the banner images viewed.